

The background of the slide is a vibrant still life. In the center, a glass of red juice is being poured, with the liquid splashing. Surrounding the glass are various fresh fruits: two pomegranates (one whole, one open showing the seeds), several raspberries, and clusters of blackberries. The fruits are arranged in a way that they appear to be part of a larger basket or arrangement. The overall color palette is warm, with a lot of reds, yellows, and greens.

Pfanner Beverages Presentation



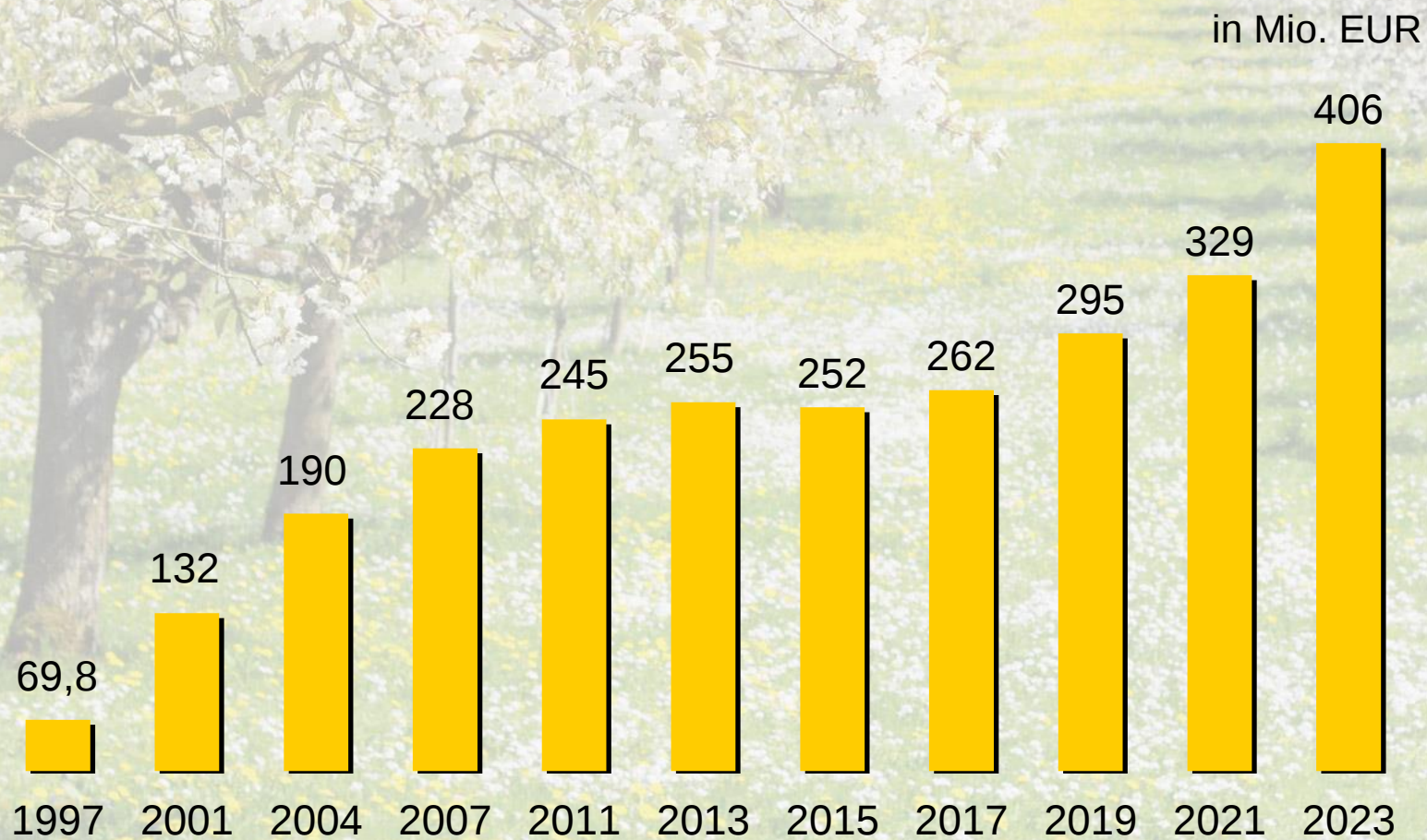
COMPANY FACTBOX

Hermann Pfanner Getränke GmbH
Alte Landstraße 10, 6923 Lauterach, Austria

- 100% family-managed business since 1856
- Turnover 2023: 406 Mio. EUR
- Sales volume 2023: 550 Mio. liter
- Products: fruit juices, juice drinks, ice teas, energy drinks, vinegar, sparkling wine, cider, spirits, fruit juice concentrates
- Fruit processing: 170.000 tons per year, 4 processing plants
- Exports to 80+ countries = 80% of turnover
- Employees: 500 (1.000 in Europe)
- 12 subsidiaries
- Nr. 1 in 2 Liter Juice in Europe, Nr. 1 in Ice Tea in Germany and Sweden, Nr. 1 in Fairtrade Juices globally



TURNOVER DEVELOPMENT



Pfanner has production sites in

- Lauterach (AT)
- Enns (AT)
- Hamburg (DE)
- Policoro (IT)
- Bar (UA)

17% of the goods produced remain in Austria, the other **83%** are exported to more than 80 countries worldwide.

The main markets are **Germany, Austria, Italy** and the **Czech Republic**.



Pfanner Ukraine - Processing fruits for 25 years

- Located in Bar, Vinnytsia Oblast
- 100% Pfanner daughter company since 1999
- Farming & fruit processing facility (Apples, Berries, etc.)
- About 2.500 full trucks of fruit pear year
- About 350 employees





PFANNER 1 LITER JUICE, NECTAR AND FRUIT DRINKS

Pfanner's 1L range focuses on **unique flavors** at **high quality levels**. The excellent choice to extend selections and provide premium qualities to customers

Pfanner 1L range in the *SIG Combidome*

- **Quality:** Pfanner uses only the highest qualities to achieve an exceptional taste. The best fruits from all over the world to create an outstanding product
- **Usability:** The *SIG* packaging is the first carton-bottle available. It enables a very easy pouring and a superior handling
- **Design:** Fresh and appealing fruits to underline the positioning as Austrian quality supplier





PFANNER 2 LITER JUICE, NECTAR AND FRUIT DRINKS

Pfanner offers a unique selection in the 2L range. As the European market leader in this segment, we provide the widest assortment of qualities of 2L products.

- **Unmatched Variety:** We offer the largest portfolio of Juices, Nectars, and Fruit Drinks with an especially high quality
- **Ideal for Families:** Our products are perfect for families, frequent users, and occasions requiring larger quantities
- **Premium Packaging:** Our *Tetra Rex* gable carton with screw top offers perfect handling and is rated the best by consumers in terms of packaging





Pfanner Gourmet 0,2L Glass Bottle

- 🍏 **Wide Range** of Juices, Nectars and Specialties Fruit Drinks – to offer variety and to cover many different consumer needs.
- 🍏 **Highest qualities** to achieve an exceptional taste. 100% juices for the best product experience
- 🍏 Ideal **single serve** size (200ml) with premium packaging and design. **Colored glass bottle** to protect the product.
- 🍏 Clear and growing **presence in Baltic Retail** as premium juice brand.





PFANNER ICE TEA – FROM REAL BREWED TEA

Pfanner Ice Tea is made from real brewed tea – not from extract – ensuring a premium and natural taste.

As the **market leader** in Germany and **second** in Europe, we offer an outstanding assortment with variety, design, and quality to excite shoppers.

- **2 Liter Range:** Take-home format to enjoy with family and friends
- **0,75 Liter Range:** Convenient for on-the-go.
- **0,33 Liter Cans:** Ideal size for a quick refreshment





VARIETY AS A PASSION

Pfanner offers a full assortment of more than 150 juices, nectars, iced teas and juice drinks to contribute to a better lifestyle worldwide

Fruits	Apple	Banana	Mango	... (About 50 in total)	Guava
	Peach	Cranberry	Pear		Blueberry
Qualities	Standard	NFC	BIO	Fairtrade	
Packaging	Tetra Pak	PET	Glass	Cans	
	Elopak				
	SIG				